



SpotLight

Non-fiction TV

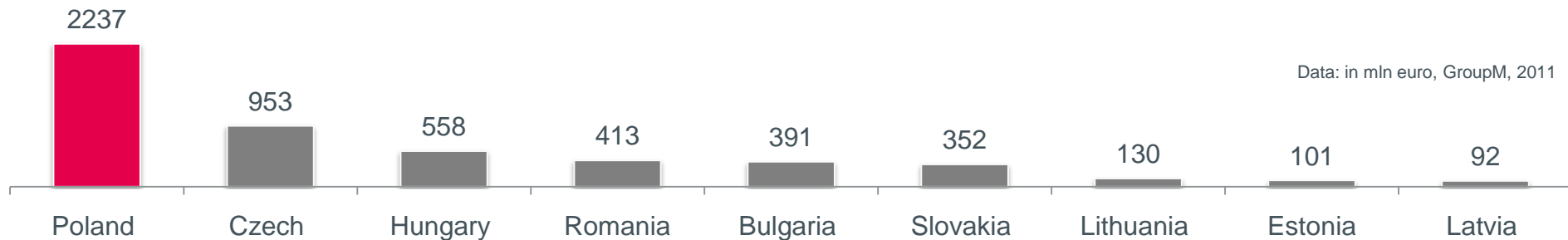
Wojciech Kowalczyk,
Marketing Director, Atmedia Group



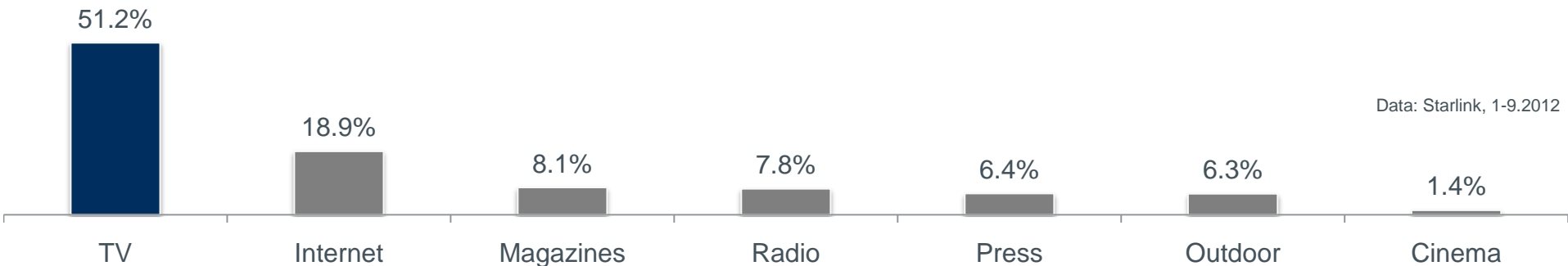
Why?

TV market in Poland

Poland is the biggest ad market in CEE region...

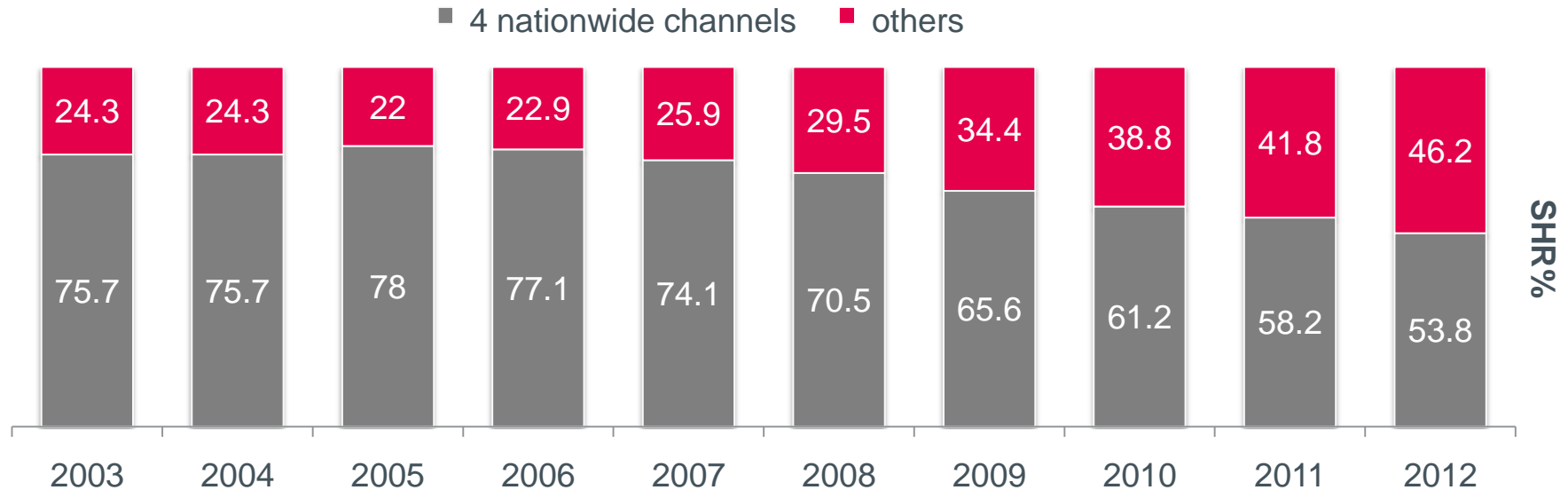


... and television is the biggest advertising medium in Poland...



The research sample was increased 9 years ago for the last time and since then...

The „value” of the metrics was decreasing with G4 shares



We can precisely analyse only about 50% of time spent by your customer on watching tv. In 5 years time... ?

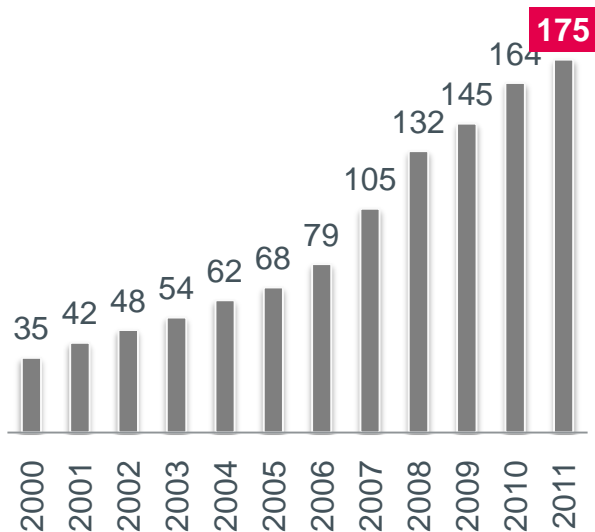
Revolution on the market, stagnation in research

150 new tv channels
debuted in Poland

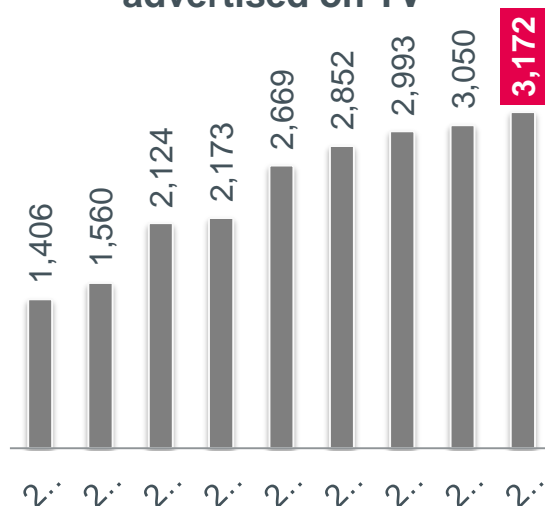
The number of brands
using TV grew by 1766

TV ad spendings grew
by 93 perc. (€ 500 mln)

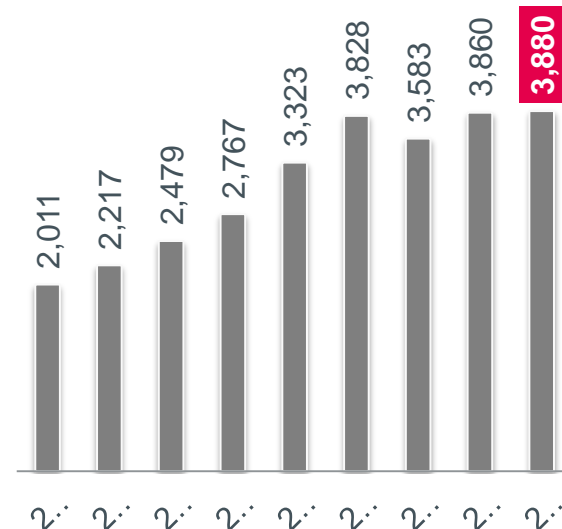
The no. of channels



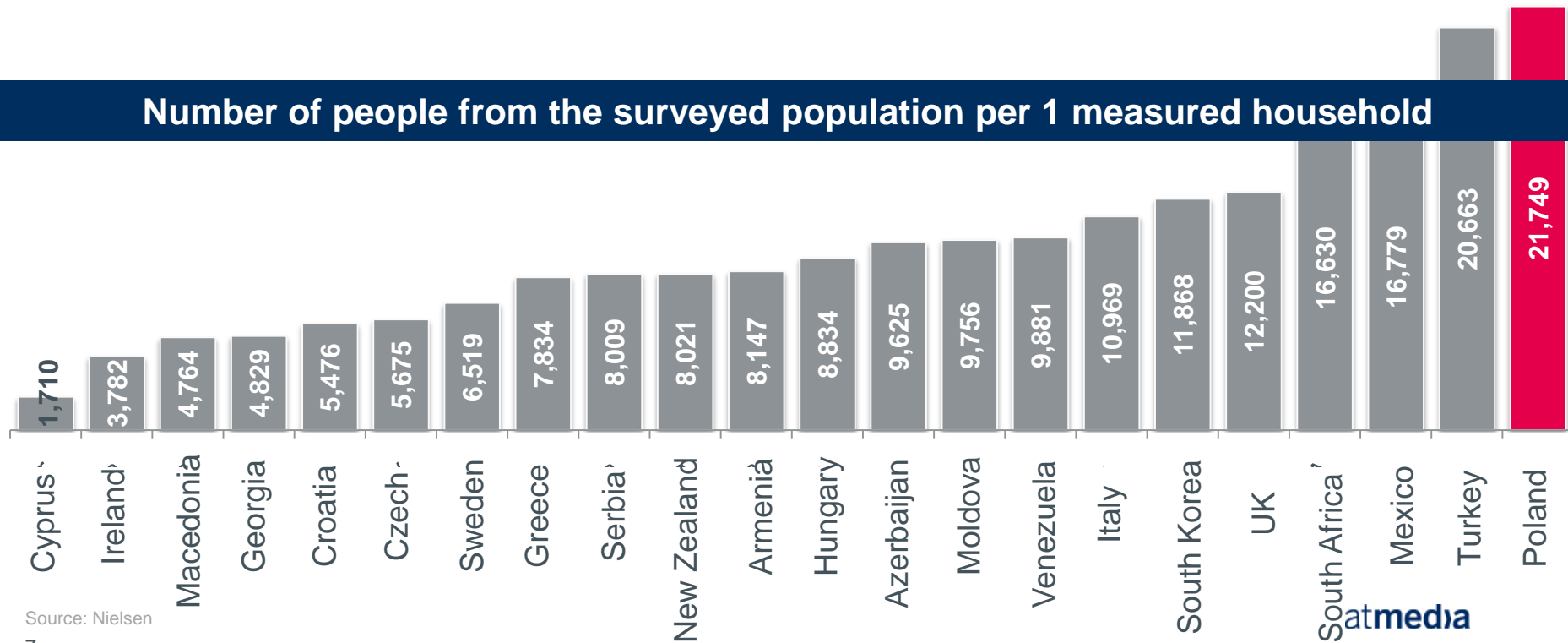
The no. of brands
advertised on TV



Net tv ad market value



TV audience research – with the smallest research sample...



Brands are looking for niche targets...



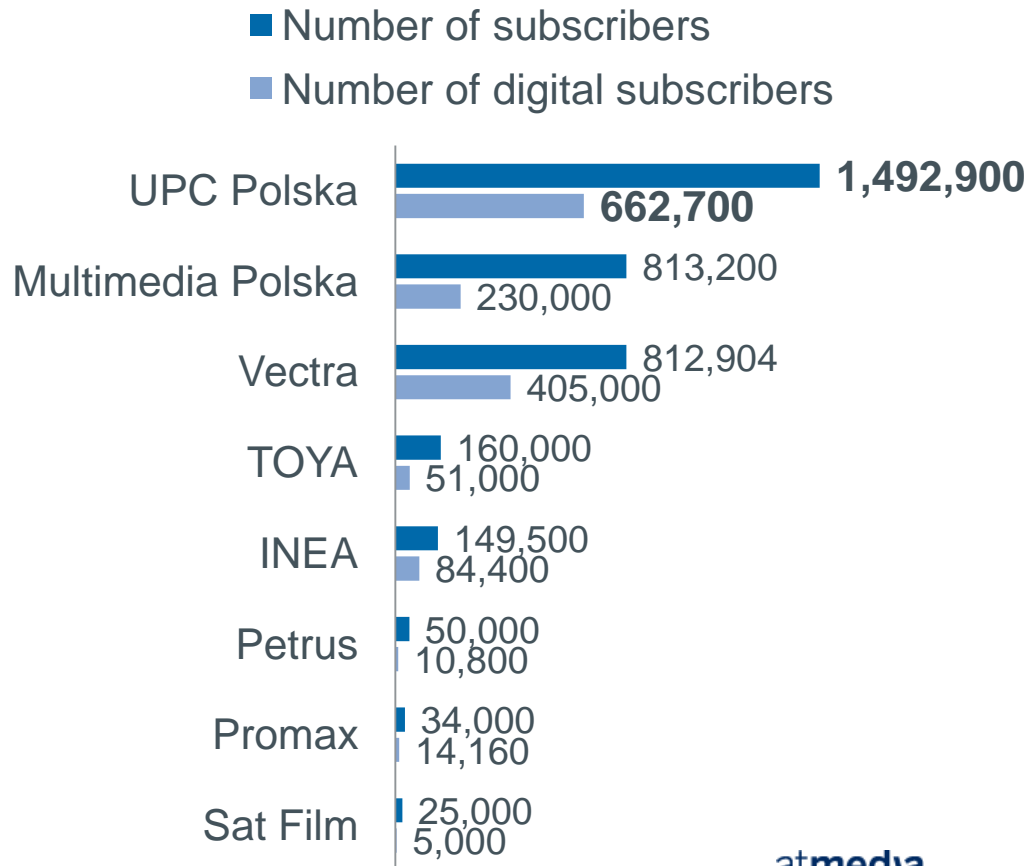


How?

Methodology

Project partners – UPC









- › The largest cable network in Poland
- › LGI – owner of both UPC and Atmedia



Project partners – Nielsen



- › Leader of TV measurement
- › 8 RPD panels worldwide
- › TV currency in Poland
- › Schedules, ad monitoring, historical data

Country	Sample	Data	Viewing
 Taiwan	500	Persons	Live
 Thailand	5K	Persons	Live
 Poland	5K	Persons	Live
 South Korea	10K	Persons	Live, VOD
 Turkey	10K	HH	Live, TSV, VOD
 China	75K	Persons	Live
 Singapore	530K	Persons	Live, TSV, VOD
 USA - Local Audiences, Catalina Shopper Data	600K	Persons incl Guests	Live, TSV

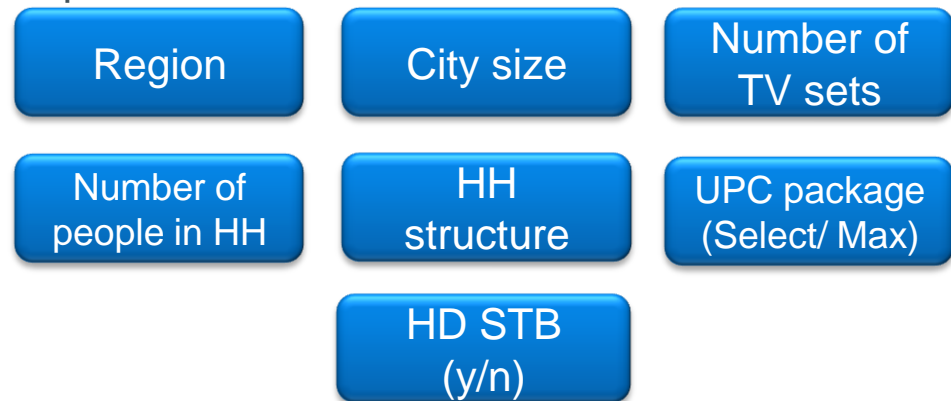
Source: Matt O'Grady, Pete Doe, Nielsen, ASI Conference, Prague, November 8th

Panel representativeness

Digital UPC households in regions



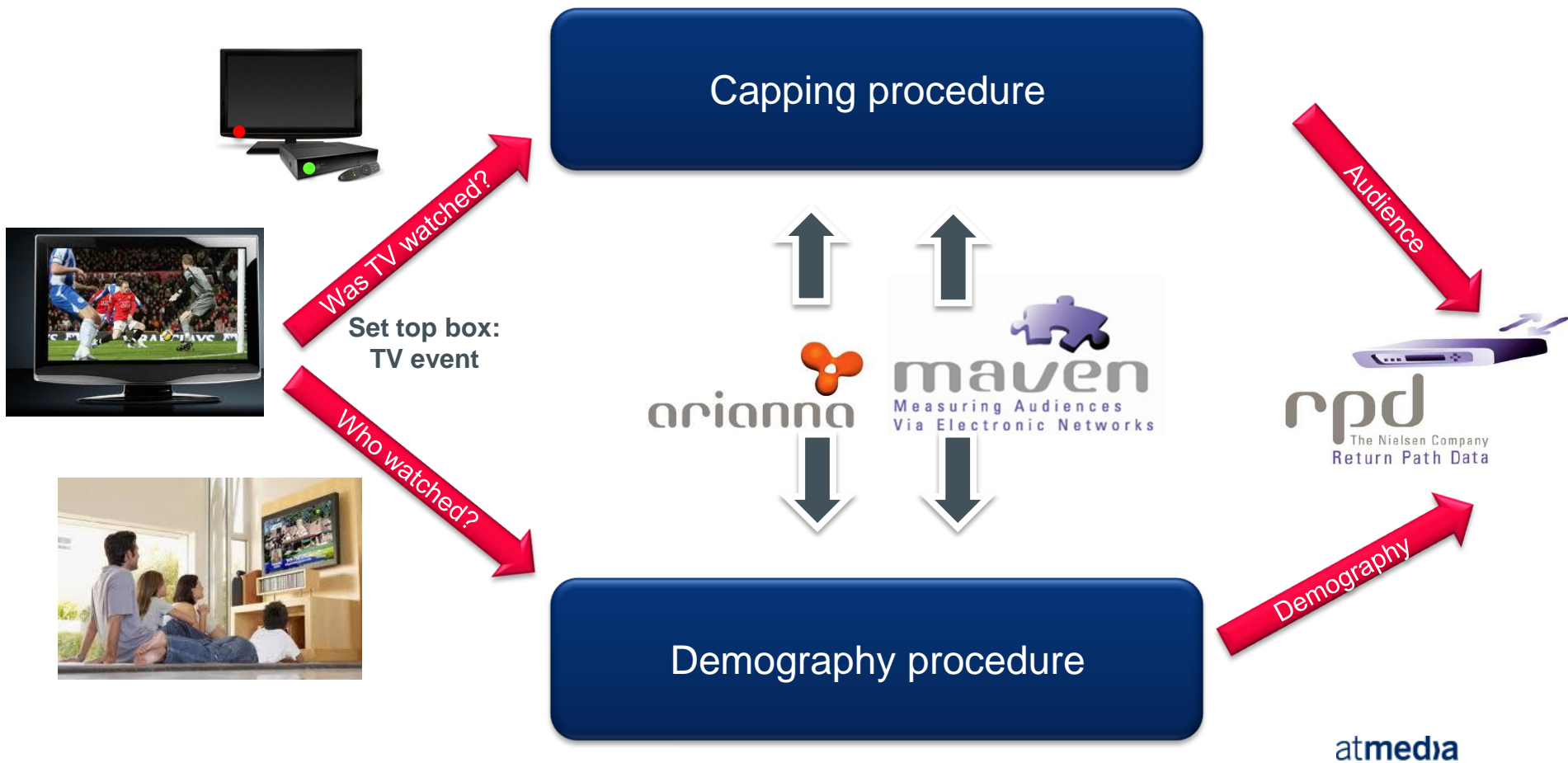
Representativeness on household level:



Representativeness on panelist level:



From RPD to GRP



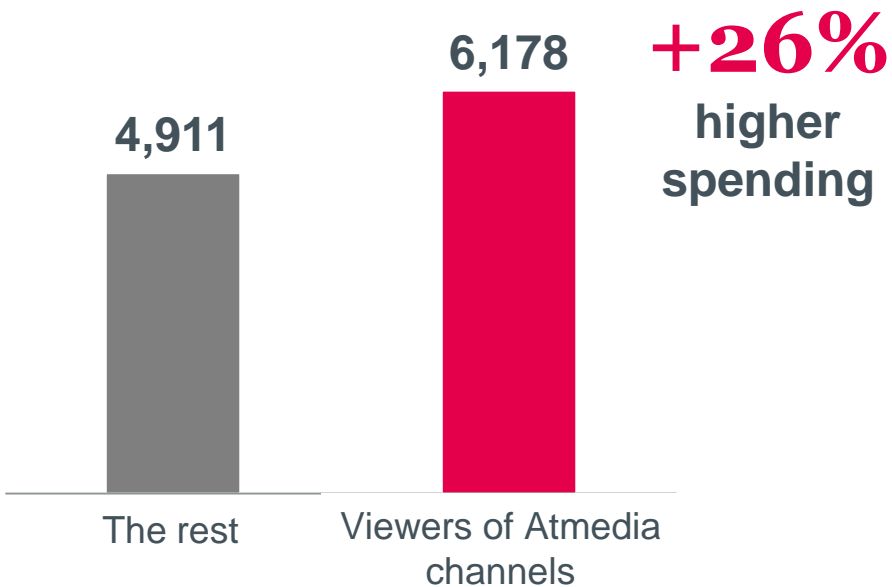


Advantages?

Sample results from SpotLight panel

Researched viewers = heavy buyers of FMCG

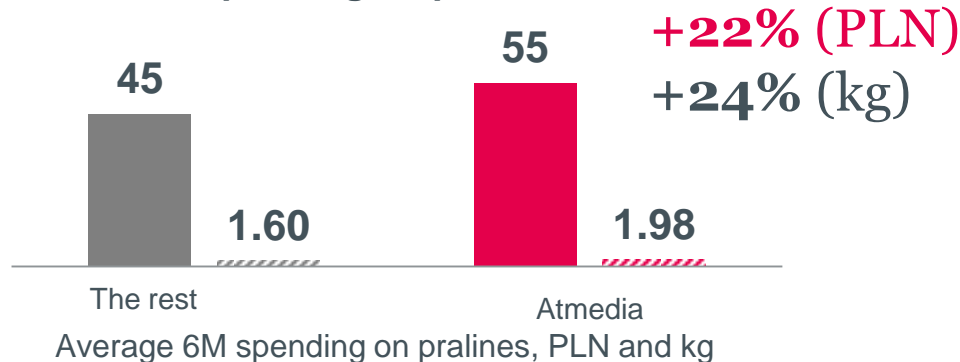
Spending on FMCG



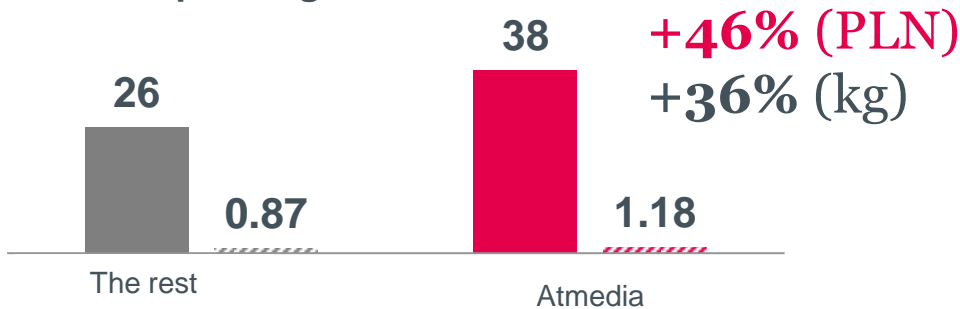
Average 6M spending on FMCG goods per household; PLN

■ In value (PLN) ▨ In weight (kg)

Spending on pralines



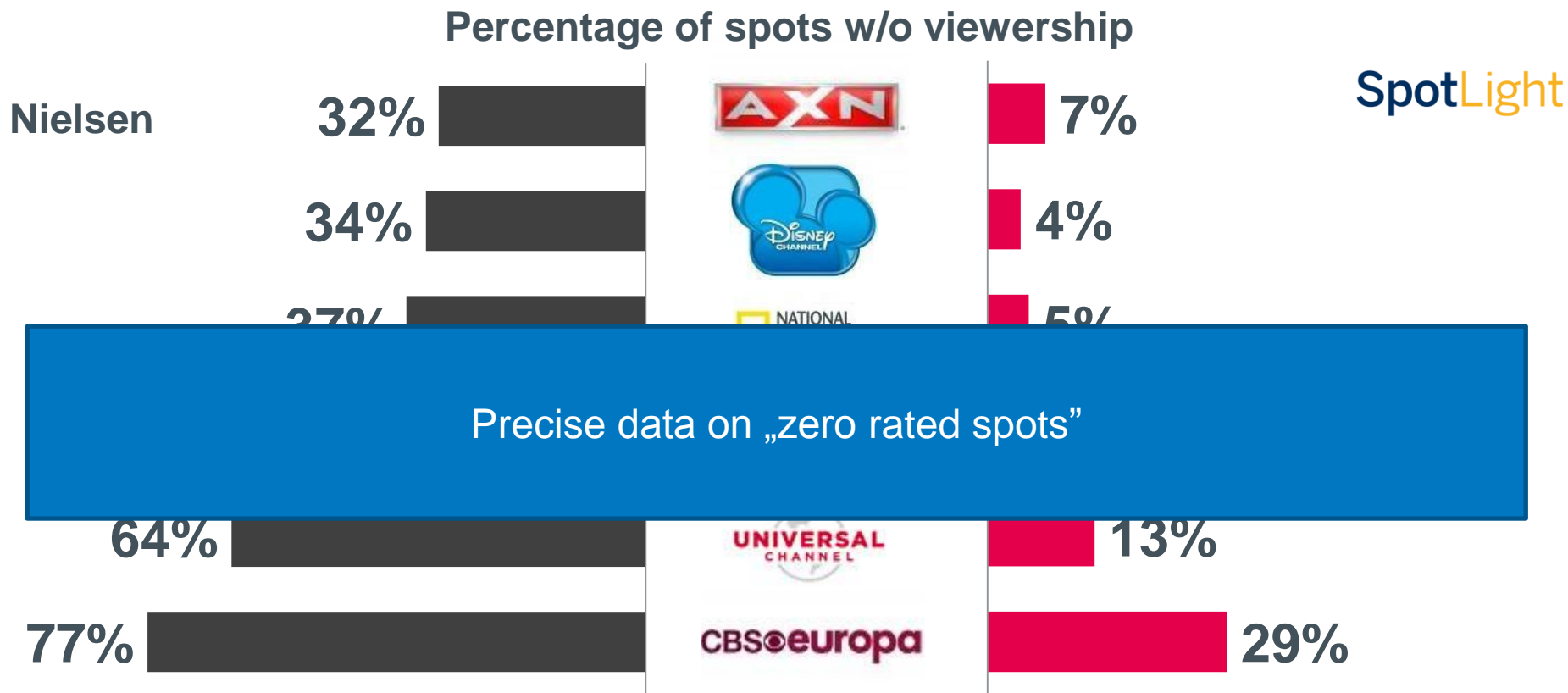
Spending on chocolate bars



Average 6M spending on chocolate bars, PLN & kg

atmedia

Detailed GRP data on heavy buyers



Source: Atmedia SpotLight & Nielsen, 09.2012, all 16-49, % of zero rated spots

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Case study– affinity / profile

AMR

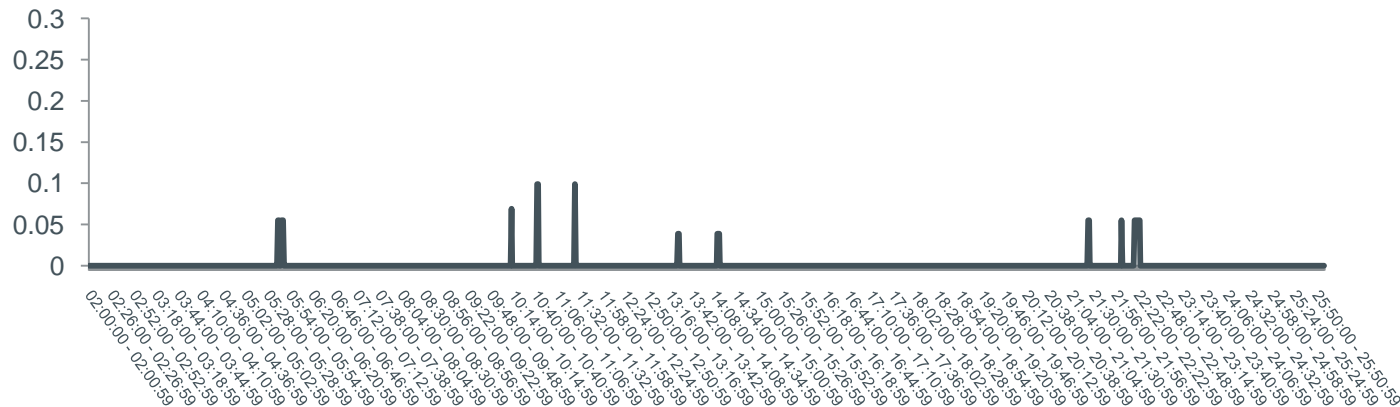
1.727

ranking

88

Channel X, 3.09

— AMR % all 16-49 panel AGB



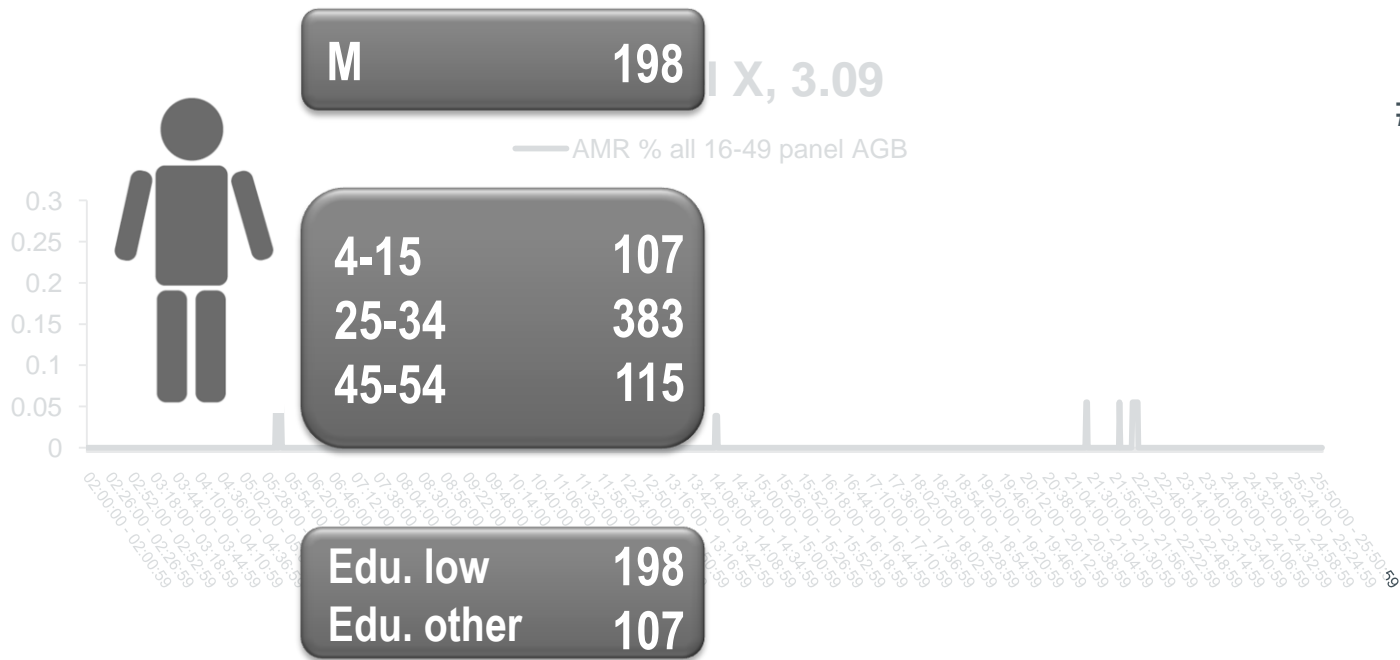
Case study– affinity / profile

AMR

1.727

ranking

88



Nielsen's profile

Case study– affinity / profile

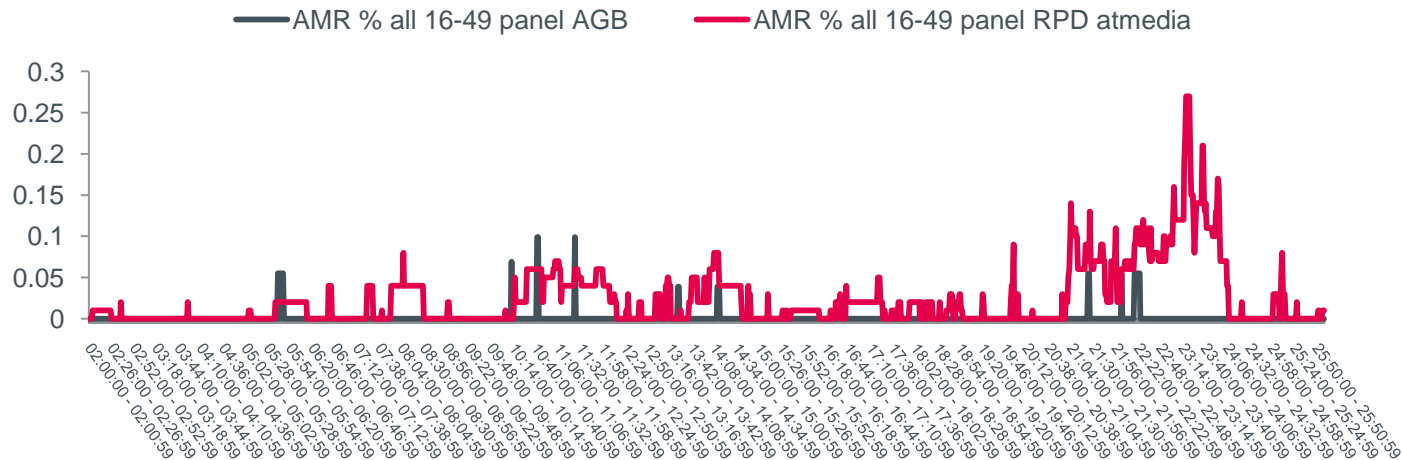
AMR

1.727

Channel X, 3.09

ranking

88



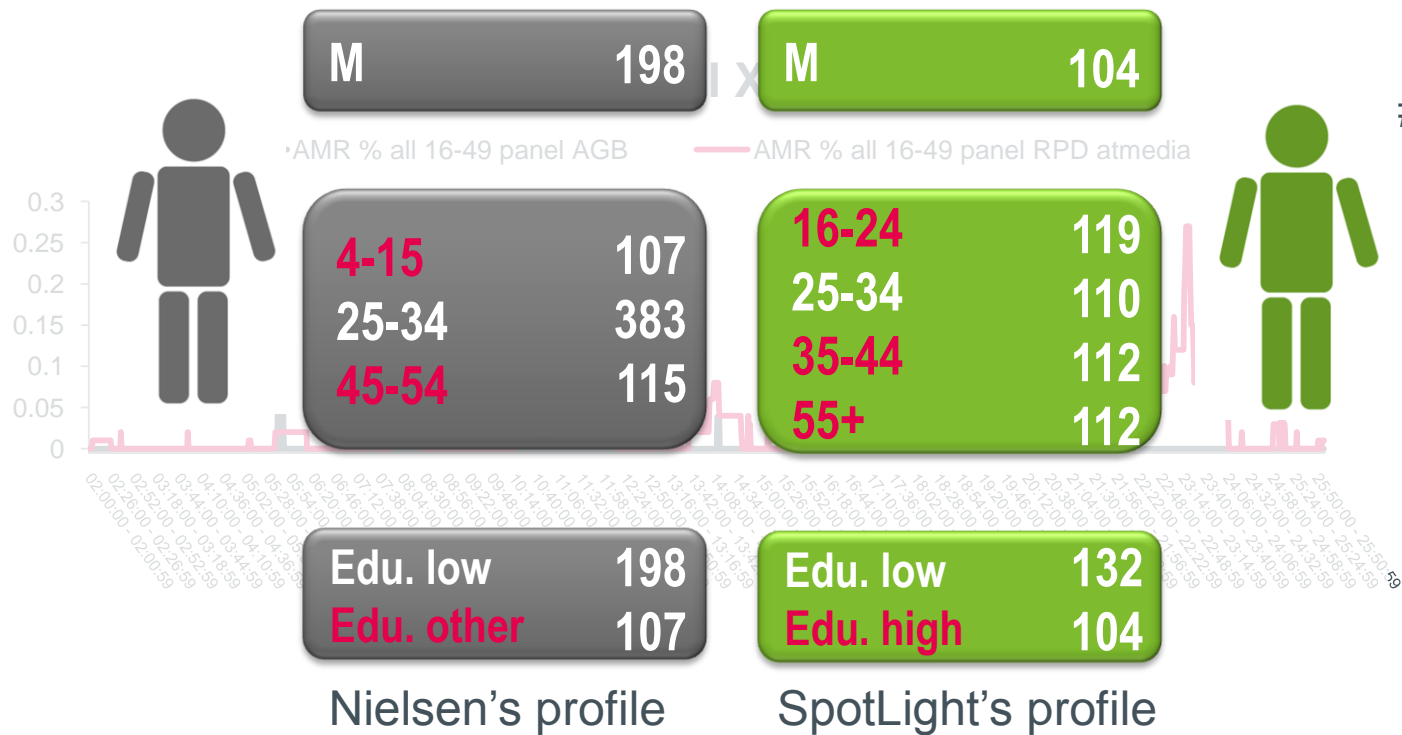
Case study– affinity / profile

AMR

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ranking

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Case study– affinity / profile

AMR

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Channel X, 3.09

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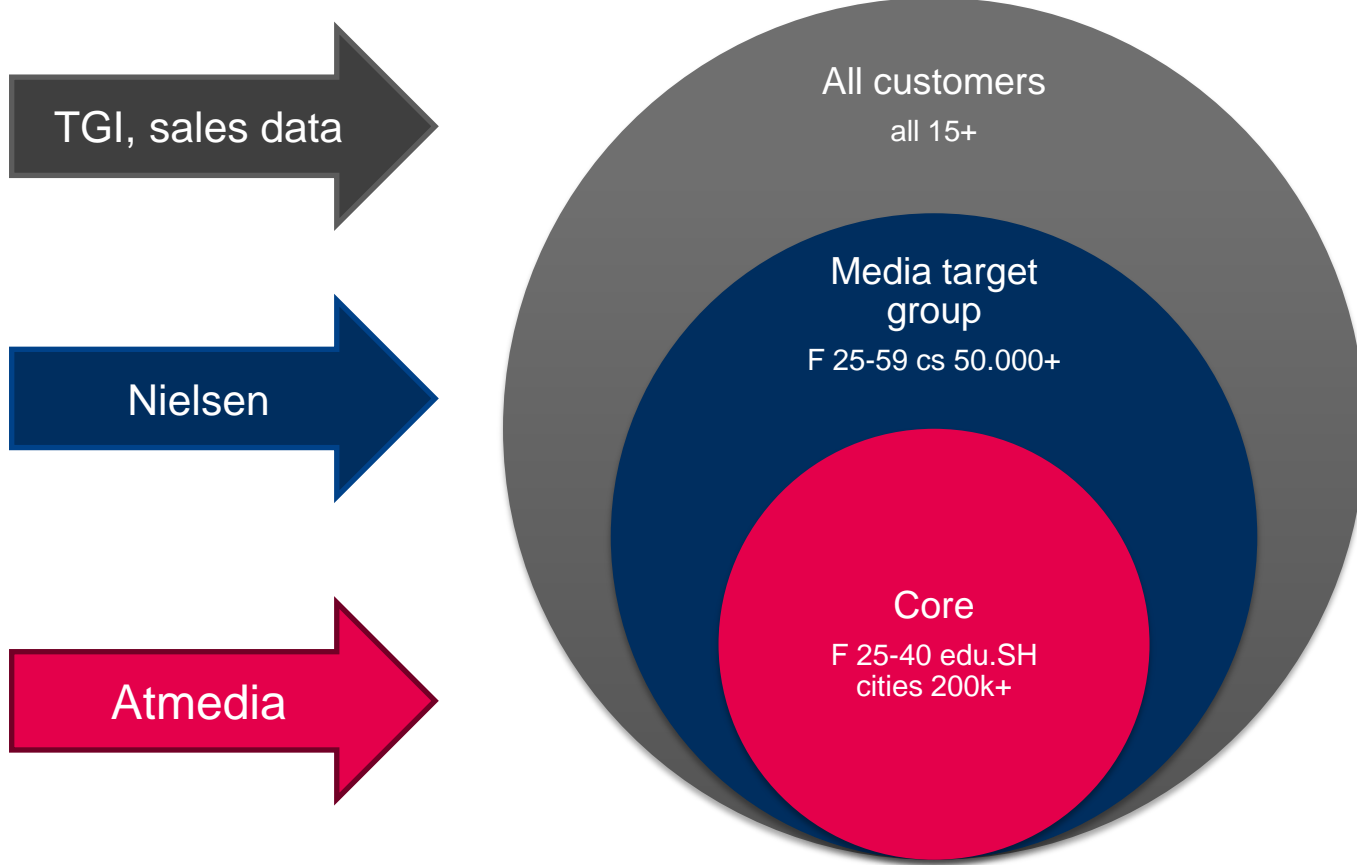
— AMR % all 16-49 panel AGB

— AMR % all 16-49 panel RPD atmedia



More detailed viewership data for channels – better programming
More precise audience profile – better ad targeting

Target groups and media planning



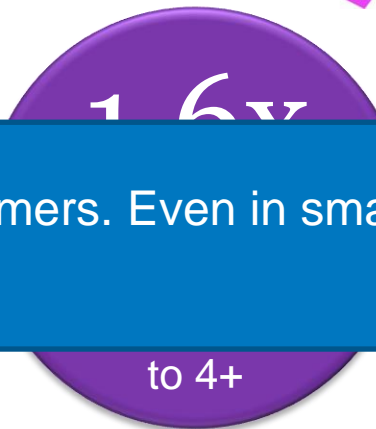
Favourite programming - channels

Groups of channels



FOXlife

New insights for building communication with customers. Even in small target groups.



Nielsen and Atmedia

nielsen
.....

Reach

GRP

Monitoring

CPP / CPERP

SpotLight

Insights

Communication

Context

Message

Sample targets

Group
definition
/ # cases

13-15 cities
100.000+

4-9 cities 50.000+

Women, top
managers, edu.
secondary+,
income
5000+/HH

Women, 25-34,
edu. secondary+,
cities 200.000+

SpotLight

236

304

365

477

Nielsen

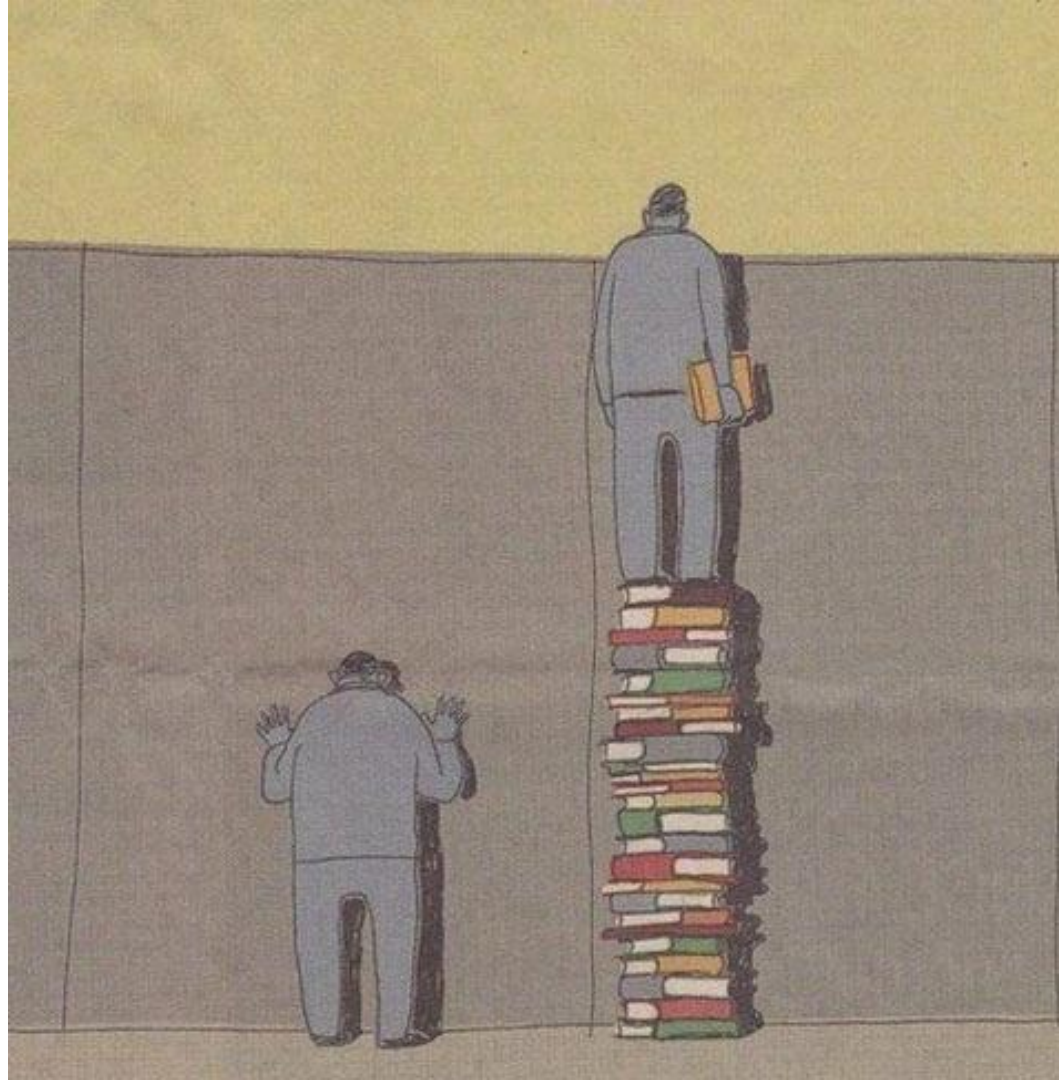
33

112

36

68

Knowledge gives better perspective





Thank you!

Wojciech Kowalczyk

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